



WVEA-TV
2610 W. Hillsborough Ave
Tampa, FL 33614
(813) 872-6262

CONTRACT

And:

Screen Strategies Media
11150 Fairfax Blvd., Suite 505
Fairfax, VA 22030

<u>Contract / Revision</u> 915011 /		<u>Alt Order #</u> 00915011
<u>Product</u> MURPHY FOR SENATE		
<u>Contract Dates</u> 10/24/16 - 10/30/16	<u>Estimate #</u> 2826	
<u>Advertiser</u> Friends of Pat Murphy		<u>Original Date / Revision</u> 10/21/16 / 10/21/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVEA-TV	<u>Account Executive</u> Jill Mulhall	<u>Sales Office</u> Univision-New Y
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> PM	<u>Product 1/2</u> PM
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WVEA	10/24/16	10/24/16	Morning M-F 6a-7a	6a-7a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$25.00				
N 2	WVEA	10/26/16	10/26/16	Morning M-F 6a-7a	6a-7a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$25.00				
N 3	WVEA	10/24/16	10/24/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$140.00				
N 4	WVEA	10/25/16	10/25/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$140.00				
N 5	WVEA	10/26/16	10/26/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$140.00				
N 6	WVEA	10/27/16	10/27/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$140.00				
N 7	WVEA	10/28/16	10/28/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				2	\$140.00				
N 8	WVEA	10/30/16	10/30/16	Daytime Su 11a-12p	11a-12p		:30				NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$105.00				
N 9	WVEA	10/25/16	10/25/16	Daytime M-F 11a-12p	11a-12p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$200.00				
N 10	WVEA	10/24/16	10/24/16	Daytime M-F 1p-2p	1p-2p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$140.00				
N 11	WVEA	10/25/16	10/25/16	Daytime M-F 2p-3p	2p-3p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$140.00				
N 12	WVEA	10/27/16	10/27/16	Daytime M-F 2p-3p	2p-3p		:30				NM	1	\$140.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsofsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.



WVEA-TV
2610 W. Hillsborough Ave
Tampa, FL 33614
(813) 872-6262

Contract / Revision	Alt Order #
915011 /	00915011

Contract Dates	Product	Estimate #
10/24/16 - 10/30/16	MURPHY FOR SENATE	2826

Advertiser	Original Date / Revision
Friends of Pat Murphy	10/21/16 / 10/21/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$140.00				
N 13	WVEA	10/28/16	10/28/16	Daytime M-F 2p-3p	2p-3p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$140.00				
N 14	WVEA	10/24/16	10/24/16	Early Fringe M-F 3p-4p	3p-4p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$140.00				
N 15	WVEA	10/26/16	10/26/16	Early Fringe M-F 3p-4p	3p-4p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$140.00				
N 16	WVEA	10/25/16	10/25/16	Early Fringe M-F 4p-5p	4p-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$300.00				
N 17	WVEA	10/24/16	10/24/16	Early Fringe M-F 5p-6p	5p-6p		:30				NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$455.00				
N 18	WVEA	10/28/16	10/28/16	Early Fringe M-F 5p-6p	5p-6p		:30				NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$455.00				
N 19	WVEA	10/26/16	10/26/16	Early News M-F 6p-630p	6p-630p		:30				NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$680.00				
N 20	WVEA	10/24/16	10/24/16	Early News M-F 630p-7p	630p-7p		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$760.00				
N 21	WVEA	10/27/16	10/27/16	Early News M-F 630p-7p	630p-7p		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$760.00				
N 22	WVEA	10/29/16	10/29/16	Early Fringe Sa 630p-7p	630p-7p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$385.00				
N 23	WVEA	10/30/16	10/30/16	Early Fringe Su 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$385.00				
N 24	WVEA	10/25/16	10/25/16	M-F Prime 7p-8p	7p-8p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$880.00				
N 25	WVEA	10/27/16	10/27/16	M-F Prime 7p-8p	7p-8p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$880.00				
N 26	WVEA	10/29/16	10/29/16	Early Fringe Sa 6p-630p	6p-630p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$50.00				
N 27	WVEA	10/29/16	10/29/16	Sa Prime 7p-8p	7p-8p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$375.00				
N 28	WVEA	10/30/16	10/30/16	Early Fringe Su 5p-6p	5p-6p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$100.00				
N 29	WVEA	10/30/16	10/30/16	Early Fringe Su 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$100.00

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915011 /		00915011
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/16 - 10/30/16	MURPHY FOR SENATE	2826
<u>Advertiser</u>		<u>Original Date / Revision</u>
Friends of Pat Murphy		10/21/16 / 10/21/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$100.00				
N 30	WVEA	10/26/16	10/26/16	M-F Prime 8p-9p	8p-9p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$880.00				
N 31	WVEA	10/26/16	10/26/16	M-F Prime 10p-11p	10p-11p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$880.00				
N 32	WVEA	10/27/16	10/27/16	M-F Prime 10p-11p	10p-11p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$880.00				
N 33	WVEA	10/28/16	10/28/16	M-F Prime 9p-10p	9p-10p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$880.00				
N 34	WVEA	10/27/16	10/27/16	Late News M-F 1130p-12a	1130p-12a		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$850.00				
N 35	WVEA	10/25/16	10/25/16	Late Fringe M-F 1a-2a	1a-2a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$25.00				
N 36	WVEA	10/28/16	10/28/16	Late Fringe M-F 1a-2a	1a-2a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$25.00				
N 37	WVEA	10/27/16	10/27/16	Morning M-F 6a-7a	6a-7a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$25.00				
Totals								0.00				38	\$13,045.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	38	\$13,045.00	(\$1,956.75)	\$11,088.25
Totals	38	\$13,045.00	(\$1,956.75)	\$11,088.25

Signature: _____

Date: _____

10/21/16

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The following provision is a part of the Standard Terms & Conditions of all Entravision Communications Corporation advertising sales agreements effective as of March 1, 2011:

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. These services are subject to Entravision's Terms and Conditions of Advertising and Services, located at www.entravision.com/termsandsales.

ORDER WORKSHEET

Rep Order# 915011 Ver# 1 Status New
EC'd Yes

Traffic Order#
915011

Printed: 10/21/16 4:15 PM
Last Received: 10/21/16 3:08 PM
Showing Buylines: All Lines

1 of 4

Station WVEA-TV TAMPA
Advertiser (1408) FRIENDS OF PAT MURPH
Product MURPHY FOR SENATE
Estimate# 2826
Buyer CAROLINE BAHNG

Agency (864) SCREEN-STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E PM/PM/2826
Flight Dates 10/24/16-10/30/16

Rep Firm UNIVISION
Sales Office (NY) NEW YORK-NATIONAL
Salesperson (208) NYC-NL-MULHALL, JILL
Sales Assistant MELANIE
Salesperson Phone# 212-455-5245
Salesperson Fax# 212-499-0830

--- CONTRACT COMMENT ---

RATES: CLASS 2

NONDISCRIMINATION: UNIVISION AND ITS STATIONS DO NOT DISCRIMINATE IN ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY. ANY PROVISION IN ANY ORDER OR AGREEMENT FOR ADVERTISING THAT PURPORTS TO DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, EVEN IF HANDWRITTEN, TYPED OR OTHERWISE MADE PART OF A PARTICULAR CONTRACT, IS HEREBY REJECTED. **UNIVISION Y SUS ESTACIONES NO DISCRIMINAN POR MOTIVOS DE RAZA U ORIGEN ETNICO EN SUS CONTRATOS DE PUBLICIDAD. CUALQUIER PROVISION EN CUALQUIER ORDEN O ACUERDO PUBLICITARIO QUE PRETENDA DISCRIMINAR POR MOTIVOS DE RAZA U ORIGEN ETNICO, ASI SEA ESCRITO A MANO, ESCRITO A MAQUINA O DE CUALQUIER OTRA FORMA HECHO PARTE DE UN CONTRATO EN PARTICULAR, SERA RECHAZADO.

--- REMARKS ---

PLS NOTE NEW ORDER TO START MONDAY. THANKS

Heaven

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M	6A-7A	TP	30	-	-	\$25.00	10/24-10/24	1	1	\$25.00
2	W	6A-7A	TP	30	-	-	\$25.00	10/26-10/26	1	1	\$25.00
3	M	7A-11A	TP	30	-	-	\$140.00	10/24-10/24	1	1	\$140.00
4	Tu	7A-11A	TP	30	-	-	\$140.00	10/25-10/25	1	1	\$140.00
5	W	7A-11A	TP	30	-	-	\$140.00	10/26-10/26	1	1	\$140.00
6	Th	7A-11A	TP	30	-	-	\$140.00	10/27-10/27	1	1	\$140.00
7	F	7A-11A	TP	30	-	-	\$140.00	10/28-10/28	2	2	\$280.00
8	Su	11A-12P	AL PUNTO FL	30	-	-	\$105.00	10/30-10/30	1	1	\$105.00
9	Tu	11A-12P	TP	30	-	-	\$200.00	10/25-10/25	1	1	\$200.00
10	M	1P-2P	TP	30	-	-	\$140.00	10/24-10/24	1	1	\$140.00

ORDER WORKSHEET

Rep Order# 915011 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/21/16 4:15 PM
Last Received: 10/21/16 3:08 PM
Showing Buylines:2 of 4
All LinesStation WVEA-TV TAMPA
Advertiser (1408) FRIENDS OF PAT MURPH
Product MURPHY FOR SENATE
Estimate# 2826
Buyer CAROLINE BAHNGAgency (864) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E PM/PM/2826
Flight Dates 10/24/16-10/30/16Rep Firm UNIVISION
Sales Office (NY) NEW YORK-NATIONAL
Salesperson (208) NYC-NL-MULHALL, JILL
Sales Assistant MELANIE
Salesperson Phone# 212-455-5245
Salesperson Fax# 212-499-0830

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	Tu	2P-3P	TP	30	-	-	\$140.00	10/25-10/25	1	1	\$140.00
12	Th	2P-3P	TP	30	-	-	\$140.00	10/27-10/27	1	1	\$140.00
13	F	2P-3P	TP	30	-	-	\$140.00	10/28-10/28	1	1	\$140.00
14	M	3P-4P	TP	30	-	-	\$140.00	10/24-10/24	1	1	\$140.00
15	W	3P-4P	TP	30	-	-	\$140.00	10/26-10/26	1	1	\$140.00
16	Tu	4P-5P	TP	30	-	-	\$300.00	10/25-10/25	1	1	\$300.00
17	M	5P-6P	TP	30	-	-	\$455.00	10/24-10/24	1	1	\$455.00
18	F	5P-6P	TP	30	-	-	\$455.00	10/28-10/28	1	1	\$455.00
19	W	6P-630P	TP	30	-	-	\$680.00	10/26-10/26	1	1	\$680.00
20	M	630P-7P	TP	30	-	-	\$760.00	10/24-10/24	1	1	\$760.00
21	Th	630P-7P	TP	30	-	-	\$760.00	10/27-10/27	1	1	\$760.00
22	Sa	630P-7P	TP	30	-	-	\$385.00	10/29-10/29	1	1	\$385.00
23	Su	630P-7P	TP	30	-	-	\$385.00	10/30-10/30	1	1	\$385.00
24	Tu	7P-8P	TP	30	-	-	\$880.00	10/25-10/25	1	1	\$880.00
25	Th	7P-8P	TP	30	-	-	\$880.00	10/27-10/27	1	1	\$880.00
26	Sa	6P-630P	TP	30	-	-	\$50.00	10/29-10/29	1	1	\$50.00

ORDER WORKSHEET

Rep Order# 915011 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/21/16 4:15 PM
Last Received: 10/21/16 3:08 PM
Showing Buylines:

3 of 4
All Lines

Station WVEA-TV TAMPA
Advertiser (1408) FRIENDS OF PAT MURPH
Product MURPHY FOR SENATE
Estimate# 2826
Buyer CAROLINE BAHNG

Agency (864) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E PM/PM/2826
Flight Dates 10/24/16-10/30/16

Rep Firm UNIVISION
Sales Office (NY) NEW YORK-NATIONAL
Salesperson (208) NYC-NL-MULHALL, JILL
Sales Assistant MELANIE
Salesperson Phone# 212-455-5245
Salesperson Fax# 212-499-0830

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
27	Sa	7P-8P	TP	30	-	-	\$375.00	10/29-10/29	1	1	\$375.00
28	Su	5P-6P	TP	30	-	-	\$100.00	10/30-10/30	1	1	\$100.00
29	Su	6P-630P	TP	30	-	-	\$100.00	10/30-10/30	1	1	\$100.00
30	W	8P-9P	TP	30	-	-	\$880.00	10/26-10/26	1	1	\$880.00
31	W	10P-11P	TP	30	-	-	\$880.00	10/26-10/26	1	1	\$880.00
32	Th	10P-11P	TP	30	-	-	\$880.00	10/27-10/27	1	1	\$880.00
33	F	9P-10P	TP	30	-	-	\$880.00	10/28-10/28	1	1	\$880.00
34	Th	1130P-12A	TP	30	-	-	\$850.00	10/27-10/27	1	1	\$850.00
35	Tu	1A-2A	TP	30	-	-	\$25.00	10/25-10/25	1	1	\$25.00
36	F	1A-2A	TP	30	-	-	\$25.00	10/28-10/28	1	1	\$25.00
37	Th	6A-7A	TP	30	-	-	\$25.00	10/27-10/27	1	1	\$25.00

---REPORT TOTALS---

Report Totals: 38 / \$13,045.00

---SALES MONTHLY TOTALS---

Oct2016: 38 / \$13,045.00

ORDER WORKSHEET

Rep Order# 915011 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/21/16 4:15 PM
Last Received: 10/21/16 3:08 PM
Showing Buylines:

4 of 4
All Lines

Station WVEA-TV TAMPA
Advertiser (1408) FRIENDS OF PAT MURPH
Product MURPHY FOR SENATE
Estimate# 2826
Buyer CAROLINE BAHNG

Agency (864) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
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Flight Dates 10/24/16-10/30/16

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Sales Office (NY) NEW YORK-NATIONAL
Salesperson (208) NYC-NL-MULHALL, JILL
Sales Assistant MELANIE
Salesperson Phone# 212-455-5245
Salesperson Fax# 212-499-0830

Order Totals: 38 / \$13,045.00 Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals	\$13,731.58	WCIF .00%	WFLA .00%	WFTS .00%	WFTT 5.00%	WMOR .00%
		WRMD .00%	WTOG .00%	WTSP .00%	WTTA .00%	WTVT .00%
		WVEA 95.00%	WXFX .00%			

Books (null)
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

Murphy for Senate-SP



Station WVEA-TV
Market Tampa-St. Petersburg
Flight Dates 10/24/2016 - 10/30/2016 Add (Est. 2826)

Buyer Caroline Bahng
Email caroline@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/24	Tue 10/25	Wed 10/26	Thu 10/27	Fri 10/28	Sat 10/29	Sun 10/30	Total
Rosa de Guadalupe 6:00 AM - 7:00 AM	EM	M-F 30	\$25.00 \$75.00	1		1	1				3
Sold Out: Lowest Rate to Clear per WVEA											
Despierta America 7:00 AM - 11:00 AM	EM	M-F 30	\$140.00 \$840.00	1	1	1	1	2			6
Sold Out: Lowest Rate to Clear per WVEA											
Al Punto Florida 11:00 AM - 12:00 PM	EM	Su 30	\$105.00 \$105.00							1	1
Sold Out: Lowest Rate to Clear per WVEA											
Rosa de Gudalupe 11:00 AM - 12:00 PM	DT	M-F 30	\$200.00 \$200.00		1						1
Sold Out: Lowest Rate to Clear per WVEA											
Hoy 1:00 PM - 2:00 PM	DT	M-F 30	\$140.00 \$140.00	1							1
Sold Out: Lowest Rate to Clear per WVEA											
Que No Me Dejas 2:00 PM - 3:00 PM	DT	M-F 30	\$140.00 \$420.00		1		1	1			3
Sold Out: Lowest Rate to Clear per WVEA											
Como Dice el Dicho 3:00 PM - 4:00 PM	EF	M-F 30	\$140.00 \$280.00	1		1					2
Sold Out: Lowest Rate to Clear per WVEA											
El Gordo y la Flaca 4:00 PM - 5:00 PM	EF	M-F 30	\$300.00 \$300.00		1						1
Sold Out: Lowest Rate to Clear per WVEA											
Primer Impacto 5:00 PM - 6:00 PM	EF	M-F 30	\$455.00 \$910.00	1				1			2
Sold Out: Lowest Rate to Clear per WVEA											
WVEA 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$680.00 \$680.00			1					1
Sold Out: Lowest Rate to Clear per WVEA											

Murphy for Senate-SP



Station WVEA-TV
Market Tampa-St. Petersburg
Flight Dates 10/24/2016 - 10/30/2016 Add (Est. 2826)

Buyer Caroline Bahng
Email caroline@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/24	Tue 10/25	Wed 10/26	Thu 10/27	Fri 10/28	Sat 10/29	Sun 10/30	Total
Noticiero Univision 6:30 PM - 7:00 PM	EN	M-F 30	\$760.00 \$1,520.00	1			1				2
Sold Out: Lowest Rate to Clear per WVEA											
Noticiero Univision 6:30 PM - 7:00 PM	EN	Sa 30	\$385.00 \$385.00						1		1
Sold Out: Lowest Rate to Clear per WVEA											
Noticiero Univision 6:30 PM - 7:00 PM	EN	Su 30	\$385.00 \$385.00							1	1
Sold Out: Lowest Rate to Clear per WVEA											
Rosa de Guadalupe 7:00 PM - 8:00 PM	PA	M-F 30	\$880.00 \$1,760.00		1		1				2
Sold Out: Lowest Rate to Clear per WVEA											
Perspectiva Nacional 6:00 PM - 6:30 PM	PA	Sa 30	\$50.00 \$50.00						1		1
Cronicas de Juan 7:00 PM - 8:00 PM	PA	Sa 30	\$375.00 \$375.00						1		1
Novela 5:00 PM - 6:00 PM	PA	Su 30	\$100.00 \$100.00							1	1
Perspectiva Nacional 6:00 PM - 6:30 PM	PA	Su 30	\$100.00 \$100.00							1	1
Despertar Contigo 8:00 PM - 9:00 PM	PT	W 30	\$880.00 \$880.00			1					1
Sold Out: Lowest Rate to Clear per WVEA											
Color de Pasion 10:00 PM - 11:00 PM	PT	W 30	\$880.00 \$880.00			1					1
Sold Out: Lowest Rate to Clear per WVEA											

Murphy for Senate-SP



Station WVEA-TV
Market Tampa-St. Petersburg
Flight Dates 10/24/2016 - 10/30/2016 Add (Est. 2826)

Buyer Caroline Bahng
Email caroline@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/24	Tue 10/25	Wed 10/26	Thu 10/27	Fri 10/28	Sat 10/29	Sun 10/30	Total
Color de Pasion 10:00 PM - 11:00 PM	PT	Th 30	\$880.00 \$880.00				1				1
Sold Out: Lowest Rate to Clear per WVEA											
Tr3s Veces Ana 9:00 PM - 10:00 PM	PT	F 30	\$880.00 \$880.00					1			1
Sold Out: Lowest Rate to Clear per WVEA											
Noticiero Univision 11:30 PM - 12:00 AM	LN	M-F 30	\$850.00 \$850.00				1				1
Sold Out: Lowest Rate to Clear per WVEA											
Novela 1:00 AM - 2:00 AM	LF	M-F 30	\$25.00 \$50.00		1			1			2
Station Totals			\$13,045.00	6	6	6	7	6	3	4	38

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WVEA-TV	Date: 10/21/2016
-----------------------------------------	-------------------------

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			# 915011		

Attach proposed schedule with charges (if available): \$11,088.25

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/21/2016

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Lisa Curren
Printed Name

PSN
Title